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Bradley His Book



For July, the same being daintily printed and titled a WOMAN'S NUMBER. For sale by book venders at 25 cents. Published by the Wayside Press at the Sign of the Dandelion on the Town Street Springfield, Mass. U.S.A.

CONTENTS OF JULY NUMBER

Cover Design, Will Bradley

Eve and the Serpent. (In Colors.) Illustration for Vengeance of the Female. One of a Series of four drawings by Will Bradley. } Frontispiece.

Life and Death. A Poem. Harriet Monroe

Vengeance of the Female. * * *

Four Illustrations (including Frontispiece) by Will Bradley.

Through the Valley. Quatrain.

Ethel Reed, Artist.

Three Illustrations and a recent Portrait.

The Passing of Willie Winkle. John J. a'Becket

The Quatrain.

Tandem Talks, Droch

Illustration by Will Bradley.

The Book Speaks. A Poem. Droch

The City in Which I Died. Margaret Christine Whiting

Illustration by Will Bradley.

Henry Brevoort Eddy, Artist. Frank R. Knight

Fifteen Illustrations by Mr. Eddy.

In Nether Spaces, Madelene Yale Wynne

Book Reviews.

Illustrated.

End of the Book.

Illustrated with a miniature reproduction of the Second Whiting Poster.

A Newspaper Number. *THE AUGUST NUMBER of this magazine will be entitled A Newspaper Number, and almost every article, story or poem contributed will be from the pen of an active Newspaper worker. The manuscripts thus far selected indicate most clearly that a book of excellent quality may be expected. A strong feature of this number will be a story by the author of "Vengeance of the Female."*

A Poster Number. *THE SEPTEMBER NUMBER of this magazine will be a Poster Number, and the cover, every illustration and advertising design will be designed and printed after the manner of a poster. There will be reproductions of some notable Foreign posters and some original work by American designers, together with some comprehensive reviews of this branch of art.*

SUBSCRIPTION PRICE, \$2.50 per YEAR

What a Business man said.

"First, a Child must breathe, then it may be taught to creep, after which it may walk, and perchance run."

"Use the small end of the wedge first, and the thick end will split the log."



THE above quotations are taken from sundry bits of advice of a successful business man, and are quoted apropos of the first and second numbers of this magazine, which attracted some little attention. The third, or present, edition has been completely sold before the last forms left the presses.

Edition sold out in advance.

In view of this we may be pardoned for believing that "the infant breathes," and for a desire to teach it to creep.

An Art and Literary Magazine and Technical Journal.

The many subscriptions which have been received from artists, literary men, designers and printers, as well as educated people of taste in matters literary and artistic, have encouraged Mr. Bradley to go on in the development of this magazine along the lines originally laid down, namely, to make it, first of all, an Art Magazine; second, a Literary Magazine; and, third, a Technical Journal for those engaged in the art of printing, each department to be under the direction of a competent and careful editor.

To be Enlarged

This development involves, in the near future, the enlarging of the pages to a size better adapted for the reproduction of drawings and designs than the present form, and more desirable every way.

Some Special Features of Interest.

The consideration of Art is intended to be as extensive and comprehensive as possible, including the important yearly Art exhibitions, special attention to be given the younger men in Painting and Sculpture; Architecture, with special reference to the planning of interiors; Decoration, Book Illustration, in all its new developments; reproductions of the most modern work from the latest European publications; Engraving by process, which in its manipulation produces plates of artistic value; special features will be made of applied Art, the Art of the home and of amateurs, Embroidery, China Painting, etc. For these Mr. Bradley will prepare some full-sized working patterns of novel and pleasing designs. There will be a department devoted to suggestions for the artistic arrangement of the home, and designs for screens, portieres, settles, cozy-corners, window-seats, etc.

A Primer of Design.

Under the title of "A Primer of Design," there will appear a few illustrated articles, in words of one syllable, on the application of Nature to ornament, and of ornament to every-day, practical work.

✱A series of prizes will be offered for various designs, the competitions to be divided into classes, about as follows:

✱Designs for Book Covers, Wall Papers, Stencils, Christmas Cards, etc.

✱Designs for Posters, Advertisements, Show Cards, Initial Letters, Head and Tail Pieces and Illustrations.

✱Designs for Embroidery, Fretwork, Painted Fans, Hammered Metal, Embroidered Book Covers, etc.

✱Photographs from Nature; Marine, Landscape and Portrait.

✱Various classes of Printing, Book Work, Commercial Job Work, and Press Work.

✱We will also try to find a market for the best work submitted in these various competitions.

✱Altogether, this magazine is intended to be one that will be sought for by women and welcomed in every home; a magazine that the artist and book-lover will prize; a magazine that will prove a help and inspiration to every amateur in art, and to the ambitious printer; and withal, a popular artistic and literary magazine in every sense of the word.

A Series of Prize Competitions.

The people to whom this book is intended to be most welcome.

LIST OF POSTERS FOR SALE BY WILL BRADLEY BY THE WAYSIDE PRESS.

THE KISS. First Poster for Magazine	Not ready, \$1.00
<i>Size 22 x 60. Lithographed in four colors, and to be published without lettering.</i>	
THE QUEEN. Second Poster for Magazine.	.50
<i>Size 8 x 18. Printed in three colors.</i>	
IN GREEN AND GOLD. Third Poster for Magazine.	.50
<i>Size 9 x 18½. Printed in gold and two colors.</i>	
THE KNICKERBOCKERS. First Victor Poster.	\$1.00
<i>Size 14 x 42. Lithographed in four colors.</i>	
IN PURPLE AND WHITE. Second Victor Poster.	\$1.00
<i>Size 28 x 42. Lithographed in four colors.</i>	
THE ACORNS. First Poster for Whiting Paper Co.	.75
<i>Size 9 x 10½. Lithographed in five colors.</i>	
THE SHIELD. Second Poster for Whiting Paper Co.	.75
<i>Size 9 x 10½. Printed in four colors.</i>	
TIVOLI.	.75
<i>Size 22 x 28. Lithographed in five colors.</i>	